

Press Release

Cannes, April 9, 2019

MIPTV 2019 “C’EST MON CHOIX”: NEW AND EXCLUSIVE PROGRAMMING FOR YOUTUBE



It's a first in the history of French TV: C'EST MON CHOIX, an emblematic part of French television programming, is back with **ten new original episodes**, produced **exclusively** for the C'EST MON CHOIX YouTube channel.

These new episodes will be presented by its longtime host, Evelyne Thomas, and filmed before a live studio audience. A new episode will be posted every 15 days on YouTube, starting from May 2019.

With over 1 million subscribers, 640 videos and a total of 385 million views, the C'EST MON CHOIX channel is one of the most popular YouTube channels in France.

Produced by **Reservoir Prod**, a company belonging to **Lagardère Studios**, the show was created in 1999 and still enjoys high viewership decades later. It was first broadcast on France 3 until 2004, then it moved to Chérie 25 from November 2015.

Jean-Baptiste Clavier and **Guillaume Wanneroy** – Directors of Réservoir Prod.: “This program is still immensely popular, especially with women between 13 and 34 years old. **Evelyne Thomas** is a host that audiences love, and the show creates lots of buzz online. All these factors encouraged us to broadcast new episodes of “**C’EST MON CHOIX**” on YouTube, while preserving the key elements that made the show a success.”

Thomas Plessis – Head of digital business at Lagardère Studios: “This is a first in the history of French television and it is part of our global strategy to develop strong programming for platforms such as YouTube, relying on advertising and brands. Lagardère Studios will continue to invest in creating digital content and developing talent.”

Justine Ryst, Country Lead YouTube France:

“We're thrilled that our platform has enabled the continued success of such an iconic program while keeping things creative and ensuring content is tailored to C'EST MON CHOIX fans. We hope it will have long-lasting success on YouTube.”

[C'est mon choix – Official channel](#)

Overview:

Resolutely contemporary, **C'est mon Choix** mixes personal testimonies and entertainment with one single goal: to put the spotlight on remarkable and explosive personalities. The show offers a positive platform to daring and surprising controversial characters. Evelyne Thomas helps guests explain their life choices, and their loved ones also have their say, as well as members of the live audience. Television viewers can react via social media.

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About Réservoir Prod / Groupe Réservoir :

Headed by Jean-Baptiste Claverie and Guillaume Wanneroy, Réservoir Prod produces lifestyle magazines for all broadcasters, for either original creations or foreign size adaptation.

Generators of audience, its magazines combine information, emotion and entertainment and regularly imposed themselves as cult French media brands:

Ça commence aujourd'hui (France 2), Maison à vendre (M6), C'est mon choix (Chérie 25), Recherche appartement ou maison (M6), Chéri, épouse-moi maintenant (TF1), Redesign (M6), Familles extraordinaires (6ter), 3 tendances pour 1 déco (Elle Girl TV), Clap (réseaux sociaux).

And also: Ça se discute, Toute une histoire, Vis ma vie, Star à domicile, Jour après jour...

Since its founding in 1994 by Jean-Luc Delarue, the company has produced over 10,000 hours of programming.

In February 2014, Lagardère Studios and the management team of Réservoir Prod acquired together the entire share capital of the company.

About Lagardère Studios:

Lagardère Studios is a key player in the creation, production, distribution and management of audiovisual content in Europe and Africa.

Its 30 companies and labels produce and distribute the best in audiovisual creative content:

For French productions: 909 Productions, Ango, Atlantique Productions, Carson Prod, DEMD Prod, Electron Libre Productions, GMT, IdFictions, Image & Compagnie, Imagissime, Kelija, Maximal Productions, Merlin Productions, Réservoir Prod, Save Ferris Studios, LED, Telmondis, Tempora.prod, ...

For international productions: Boomerang TV, Boomerang Chile, BLive and Nova Veranda in Spain, Aito Media Group in Finland, Skyhigh TV in Netherlands and Keewu in Africa.

For distribution: Lagardère Studios Distribution, Diffa, Editions Musicales François 1er, Telmondis Distribution, The Box.

Our hit series and programs include:

In France : Caïn, Clem, Joséphine Ange Gardien, Philharmonia, Ad Vitam, Eden, Nos Chers Voisins, Jour Polaire, Tandem, Mafiosa, Borgia, C dans l'air, Le Grand Show, Safari Go, Ça commence aujourd'hui, C'est mon choix, Naked and Afraid, Recherche appartement ou maison, Le Concert de Paris, Maison à vendre, Entre Ciel et Terre, ...

In Spain: La otra Mirada, Acacias 38, El Secreto Del Puente Viejo, Mar de plástico, La Voz, Los Misterios De Laura, Top Chef, ...

In Finland: Pirjo, The night patrol, Letter to my baby, The Redneck Auction, Haapasalo and Friends, ...

In Netherlands: Teen mom: celebrity support, Full house, House rules, With open arms, Meet the van Rossems, Worst Driver, ...

In Africa: C'est la vie, Top Radio, Area Daddy, Sakho et Mangane...